

Regarding the changes in the "established business relationship" rule: this change is not a bad business idea. We have already raised numerous concerns about the illdefined ramifications of this change: for example does permission from members of the national organization extend to the organizations chapters? If membership is by organization with a designated representative, and the individual leaves the organization, does the association have to seek permission anew? The burden of this is extraordinary in an industry with high turnover. Associations typically maintain a database of former members for various reasons, does the rule prohibit us from communicating by fax with this segment? Our industry (retail) uses the fax machine to send and receive merchandise orders as part of normal business procedures, it appears that this will now be prohibited without written permission from each client. This will have a negative business impact. The rule raises customer service problems because in spite of being asked by phone to fax an application we are prohibited from doing this. People simply will not understand why you cannot fax something they have specifically asked you to fax to them. Please reinstate the "Established Business Relationship Rule."